SHAW ACADEMY

NOTES

Diploma in Blogging & Content Marketing

David Howard– Blogging and Content Marketing Educator
davidhoward@shawacademy.com

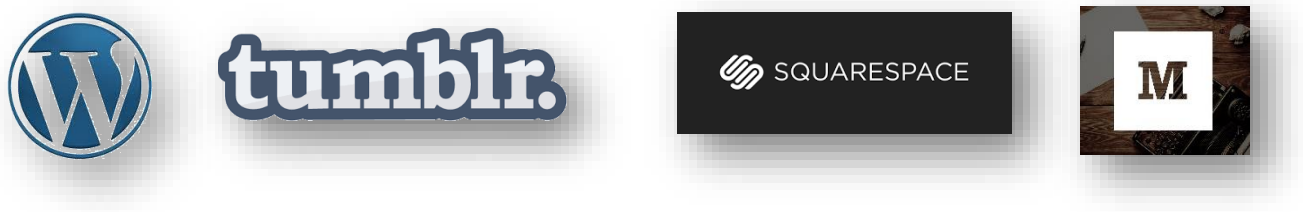
Lesson 1 – Introduction to Blogging

Opening

In lesson 1, we began by introducing the Shaw Academy to our students. We ran through a course outline and noted how our students will be assessed once we'd given students an agenda for the class

Body of the Lesson

The body of the lesson focussed on three main areas; an introduction to blogging, how it has evolved over the years and we introduced a few of the most widely used blogging platforms around.



Blogging was a way of journaling your thoughts, feelings and expressions online. It has evolved over the years thanks in large part to the easy to use platforms like WordPress made creating a site accessible for users that had no computer programming skills. When Google AdSense was launched, it meant that bloggers could earn revenue from their blogs. These are two really important moments in the history of blogging.

As bloggers realised the potential opportunity and as more become recognised for publishing high quality articles, it quickly grew into a very useful approach to reaching a large audience. Nowadays, we have many big brands and even institutional bodies creating regular blog posts because they are an effective way of publishing content at scale.

The final third of our lesson looks at the components of a blog post. The general makeup of a blog includes Titles, the body of content & the categorisation of the content. We introduced these ideas because we will be digging into these at length over the coming 4 weeks. We are going to be focusing on SEO, why content organisation is going to be crucial for engagement and of course how to help you stand out and reach a targeted audience.

Upcoming in Lesson 2

In Lesson 2, we will investigate the importance of content planning and the helpfulness of content curation. We will begin looking at how to develop a content strategy effectively to allow for brand development while continuing to experiment and innovate with your content.

Additional Notes

Thank You

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